



PATENT

In re the Application of:
I. BENTOLILA et al.

Serial No.: 10/043,714

Filed: January 9, 2002

For :
SYSTEM, METHOD, AND SOFTWARE
APPLICATION FOR TARGETED
ADVERTISING VIA BEHAVIORAL
MODEL CLUSTERING, AND
PREFERENCE PROGRAMMING BASED
ON BEHAVIORAL MODEL CLUSTER

Irvine, California 92612

October 4, 2006

	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR		PRESENT EXTRA	RATE	ADDITIONAL FEE
TOTAL	21	-	21	=	0	\$ 50.00	\$0.00
INDEPENDENT	3	-	3	=	0	\$200.00	\$0.00
<input type="checkbox"/> FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM						\$360.00	\$0.00
						TOTAL	\$0.00

- ☐ Petition for () month(s) extension of time pursuant to 37 C.F.R. §§ 1.17 and 1.136(a). \$0.00 for the extension of time.
- ☒ No fee is required.
- ☐ Check(s) in the amount of \$0.00 is(are) enclosed.
- ☐ Please charge Deposit Account No. 01-1960 in the amount of \$0.00. This form is submitted in triplicate.

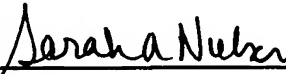
If necessary, the Commissioner is hereby authorized to charge payment or credit any overpayment to Deposit Account No. 01-1960 for any additional fees required in connection with this filing.

Attachment(s): Amendment 34 pp.

One replacement drawing sheet for Fig. 9

One annotated drawings sheet for Fig. 9 showing changes

Return Receipt Postcard

<p align="center"><u>CERTIFICATE OF MAILING</u></p> <p>I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: MS Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on October <u>4</u>, 2006</p> <p>By: Sarah A. Nielsen</p> <p> _____ Signature</p>

Respectfully submitted,



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10/4/6
(Date)